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# Foreword

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SUCCESS cannot be denied to the man or woman behind the counter who *plans* and then *works the plan*.

Too many retail salespeople fail when they might succeed because they do not *think* until the customer is before them.

This manual has therefore been written to supply those who are engaged in selling writing equipment with what they most need — *a plan of selling*. It represents a summary of what I have learned through close study of the methods of the most successful of my retail customers during a quarter of a century.

If the contents of this little book can help you to succeed in salesmanship, I shall be amply repaid for the time that has been spent in putting it together.

*AR Zuccola*



A. R. ZOCCOLA

*Managing Director*

THE PARKER PEN COMPANY LTD.



# Before you begin this book Read this Page!

**Y**OU can't be successful in anything unless you like it. You, behind a shop counter, are in Business, and you will never be successful there unless you are enthusiastic about Business.

Multitudes of people in this country don't like Business because their attitude towards it is altogether wrong. This attitude is due to ignorance or prejudice, largely the result of a certain type of education which tends to stress the importance of purely cultural attainments as against the development of sound judgment and the hard commonsense requisite to the success of the Business Man or Woman.

If, therefore, you are one of those whose enthusiasm has been damped, and whose advancement has consequently been hampered because of misconceptions about the importance of your work behind a counter, realise now, once and for all, that *Business is the hub around which the whole financial, political and social life of modern civilisation revolves.*

A nation's volume of business is not only the principal factor governing its political status, it is also the governing factor of the standard of life of the nation as a whole, and since the individual standard is inextricably bound up with the national standard, the volume of business your country does *within and beyond its borders directly affects you as an individual.*

Whereas in feudal times men distinguished themselves by military prowess, to-day the best brains of the world are distinguishing themselves in Business.

Henry Ford, had he lived several centuries ago, would assuredly have been a great soldier or sailor. The Conqueror, had he lived in our age, would no doubt have been a captain of industry.

Some of the most successful men in Modern Business once sold goods over a shop counter.

Realise that you are already in this wonderful World of Business in which there are now more opportunities than there are men and women capable of grasping them. And *you can make good* in it, if you will apply yourself to your work intelligently and with interest and enthusiasm.

First of all you must imagine yourself being successful. And since you are now behind a counter, you have got to imagine yourself being successful *there.*

Remember those words "successful *there*"—because you can't make a success behind a counter if, *while there,* you are busy imagining yourself being successful *somewhere else.*

If you have eyes to see and ears to hear, and an ordinary, normal intellect, you will find that there is more real interest and more real romance in Modern Business, and especially in your end of it—Selling—than in all the millions of feet of celluloid strip that were ever shipped out of Hollywood, or in all the millions of tons of fiction that ever left the printing presses of the world.





## The Difference between a *Salesman* and a Slot Machine

**H**ANDING goods across a counter to customers who come in and ask for them is not selling; it is merely "supplying," and can be done almost as well—and in some cases better—by slot machines than by human beings.

Selling goods across a counter is a totally different proposition since it calls for certain qualities, inborn or cultivated, in the salesman or saleswoman. It is a specialised job.

### What "Selling" Means

What is meant by "selling"? Certainly not a process whereby a person is induced to part with money in exchange for goods he does not want and cannot use or afford to pay for.

To sell goods is to bring a person by means of truthful statement, convincingly made, to a realisation that he *needs* certain articles, and that these articles are of more practical worth to him than the money he will have to pay in order to obtain possession of them.



# Selling and Civilization

When you sell a person a *good* article you do him a service. You help to make him a more efficient and more satisfied member of the community. Briefly, you help to forward by one more little step, the march of civilization towards the goal which mankind has for centuries been striving to attain, namely, an era in which to-day's standards of living (as judged by the extent to which the great mass of humanity possesses those things which Nature provides and human ingenuity produces) will appear to later generations as inadequate as the standards of ten centuries ago appear to us.

## The People to Whom You Can Sell

A good salesman is like a good chef. A good chef can create an appetite when no appetite is there. A good salesman can create a buying appetite where none exists.

Millions of people are going about this world needing certain articles, and have the means to purchase them, but they are not *conscious* of this need. Well-conceived advertising can do much to make them conscious of it, but, even then, it does not follow that they will, by their own volition, straightway seek to fill the need. It means rather that, their minds having been favourably influenced by the advertising, they are extremely *susceptible* to buy the advertised article *if they are approached in the proper manner by a competent salesman or saleswoman.*

The proper manner of approach, the ability to arouse and sustain interest and, by means of truthful statement, tactful argument and subtle suggestion, to bring these people to the point of sale, constitutes the Art of Selling.

## Enthusiasm Will Make You Sell

It has been said, with much truth, that enthusiasts make the world go round. Very few, if any, salespeople are successful if they lack the inspired quality which is called enthusiasm. This quality, either of the impulsive or of the deeply earnest type, compensates to a considerable extent for the lack of some other desirable traits in selling goods.

Enthusiasm leads you to find out all about the goods you want to sell. It is a decidedly communicable quality. A salesman with overflowing, irrepressible enthusiasm soon stirs a customer as he is stirred himself. Doubt and suspicion are broken down, and the customer's interest is focussed on the article being offered—the first important step in making a sale.

# Don't Exaggerate!

PEOPLE who know little about selling and less about the workings of the human mind are apt to imagine that the Art of Selling lies in an ability to exaggerate. This is utterly false.

Phrases like "the finest value ever offered," "unbeatable quality," "a real bargain," have been so dreadfully over-worked that they have come to mean nothing at all.

Shun exaggeration. Be reasonable. Remember that the one thing worse than under-statement is over-statement.

"This is the finest made," while it may even be true, is such a sweeping general statement that it sounds hollow and unconvincing.

"This is certainly the best thing of its kind that has yet been produced" sounds reasonable. The fact that it does not presuppose that human inventiveness has reached a stage of finality will weigh with level-headed people.

Exaggeration and gush betray the shallowness of a lazy mind. Customers discount such selling. They would rather buy from moderate though exact speakers—salespeople who impress them as being more dependable and reliable.

Shoppers like to deal with men and women who know what they are talking about, and who can put their story in crisp, clear, understandable English.

Good English shortens the sale. It aids the customer to make a decision. It leads him from attention to interest and from interest to conviction and desire.

Ability to deliver a convincing sales-talk is not the result of an expensive education. The job, reduced to its simplest terms, *does* require the salesman to put what he knows, sees, feels, and believes about the merchandise into words and phrases that, when told to a customer, will make him listen, understand, believe, agree and buy.



# A Way to Increase Your Salary

"Yes, that sounds all very fine," some shop assistant will say; "but how on earth can I become enthusiastic about my job? To begin with, I consider that I am not earning enough money." To which we reply that, if that is your attitude towards your job, you *never will* earn either much money or your own or other people's respect.

Never forget that you are in your present job because *you agreed* to sell your services to your employer for a mutually agreed sum, therefore your employer is *entitled* to expect a square deal—and, if you are fair-minded, you will see that he gets one.

If you look at your job from this point of view, you should not have much difficulty in becoming enthusiastic about it. And if you are now paid on a straight salary basis and you can, at the year end, show that your sales are up, no reasonable employer will fail to listen sympathetically to you when you ask him to raise your salary.

## Courtesy has a £. s. d. Value

Customers expect courtesy from the personnel in any shop—and it is natural for them to do so. Courtesy costs you nothing and is the sign of the gentleman and gentlewoman *in every walk of life*.

Courtesy is merely commonsense consideration for others. It springs from a genuine fellow-feeling for humanity as a whole and has nothing to do with oily obsequiousness.

Remember that a smile that does not come from the heart is not a smile but a smirk—and looks like one. The man who puts on a smirk and washes his hands with invisible soap before a customer is fooling nobody but himself.

## How to Deal with the "Difficult" Customer

Admittedly your life in a shop often brings you in contact with people who are peremptory, irate, untractable or coarse, but it is in your dealings with these that you have an opportunity of displaying your ability as a salesman. Indeed, the "difficult" customer is not infrequently the one who, properly handled, can be made to spend liberally. In any case, his money is presumably as good as that of the apologetic type. What you may think about him privately is your affair.

This can be well illustrated by the following incident taken from the book, "The Letters of a Successful Merchant to His Son," which, if you have not already done so, you would, as a salesman, do well to read.

The son, just down from a well-known university, is visiting some of his father's clients for the first time and writes his father: "I do not get on very well with Joe Hartman as he is such a stupid, vulgar sort of fellow."—To which the father replies: "You may not like Mr. Hartman personally, but that doesn't matter, because the firm needs his orders."



# You must Dress like a Salesman

You may be surprised to see it stated that the matter of dress—your personal appearance—has to do with courtesy. It is nevertheless a fact. You *compliment* the purchaser when you appear well dressed and neat.

Expensive clothes aren't needed. They need only be fresh, neat and clean. Incidentally, while such things as vivid ties may be all right in a pier pavilion, they are definitely out of place behind a shop counter.

You don't go to a social function carelessly attired. That would show your host or hostess lack of respect. Customers as well appreciate this kind of courtesy.

# Honesty—not Modesty—Sells

Some people believe they are honest just because they are not in gaol. That is not the kind of honesty referred to here. In retail selling, as in everything else, honesty—not modesty—pays.

Do not represent goods to be what they are not. On the other hand, do not fail—in justice to the goods and in justice to yourself as a salesman—to take full advantage of every conceivable selling point connected with the goods.

Do not fall into the error—as so many salespeople do—of thinking that just because every quality and superiority of the article is obvious to you, it is also obvious to the customer just because he sees and handles it.

# You may know— the Customer doesn't

For instance, it is improbable that the customer will know that a Parker Duofold pen is made of non-breakable permanite unless you *tell him so*; also that its nib is of minted gold, tipped with native iridium, and that a Duofold pen is guaranteed for 25 years.

It is not sufficient to say that a Parker Duofold is a *good* pen. That is a bald statement which leaves the customer unimpressed. You must be in a position to give some very sound *reasons* why it is a good pen. You must be able to state *live facts* about it and state them in such a manner that the customer is impressed. The tone of your voice must carry conviction—and since the ability to talk with conviction is based on a knowledge of the facts—this booklet has been written to give you that knowledge.

# People like to have things Sold to them

It is a fact that most people like to have an article *sold* to them; indeed they do not even feel safe in buying it unless the salesperson very definitely draws their attention to its qualities. The average shopper naturally looks to the salesperson for guidance in making his choice, as he imagines—rightly or wrongly—that the salesperson knows all about the article being offered, as indeed this person should.



# Watch the Customer's Expression

Watch the customer's expression constantly. His face will disclose his mood, or changing moods, and tell you pretty accurately just what he is thinking. Thus you obtain the clues you need to govern your procedure.

If the customer examines the pen critically, you had better demonstrate all of its features to him. He will probably appreciate this.

Match your manner of talking with the customer's. Be jolly if he is, respectful if he is reserved; talk quietly if he does.

*There are only two exceptions to this rule.* Always talk slowly, no matter how fast he may talk; and be courteous regardless of discourtesy.

There is another type of shopper who *expects* to be gently pushed to the point of saying "Yes, I'll take it," and who is pleased and rather relieved when he has spoken those words.

## The Buying Mood

Anyone who has had any experience of selling has observed the psychological phenomenon known as "*the buying mood*." It is a curious fact that the instant a person has come to a definite decision to make a purchase he has, as it were, crossed the Rubicon of buying; his sales resistance seems to have been suddenly broken down. The first purchase having been made, he is often very *susceptible* to make a second and even a third and fourth. He is in a buying mood.

In this respect the shop salesman has a very decided advantage over the travelling salesman in that the latter has first to locate his prospect, obtain an interview with him, and, having done that, try to arouse the prospect's interest with the object of getting him into a "buying mood."

The fact that a person walks into a shop is in itself a definite indication that his interest in some article has been sufficiently aroused to make him wish to acquire it. He is, therefore, already in a buying mood. The *intensity* of this mood is, of course, a variable quantity, but the fact that it *exists* provides the shop salesman with something very definite to work on.

## Everybody has A Cash Surplus

It should be realised by all those connected with retail selling that every person, apart from paupers and children, has a *cash surplus* or, in other words, a certain sum of money left over after he has paid for all the *necessities of life*—food, clothing, rent, rates, taxes and fuel. In Europe, this surplus spending capacity ranges from a few meagre shillings a week in the case of the small-wage earner, to several thousands of pounds a year in the case of the high-salaried official. But the small-wage earner and the high-salaried official are alike in that they both *want to and do* spend at least part of their surplus on non-essentials or what are known as "specialities."

Human nature being what it is, the money spent in this way goes into the cash till, or to swell the bank balance of the trader who is best able to demonstrate that the specialities *he* sells are of more intrinsic value than the surplus cash. The ability to demonstrate this constitutes the Art of Selling Retail *Specialities*.

Thus, for example, if the retailer of high-grade fountain pens is unable to demonstrate that these articles have a very definite intrinsic worth, it is evident that he inevitably loses custom to, let us say, the retailer of radio apparatus or gramophone records who has grasped the fundamentals of speciality salesmanship and its relation to simple economics.

## Can You Do This?

The shop salesman, as distinct from the shop assistant, has grasped these facts and has consequently trained himself to deduce from the mannerisms, speech and general demeanour of a customer who walks into a shop and asks for, let us say, a box of writing paper and envelopes, a detective novel,



a bottle of Eau de Cologne or a roll of film how, during the few fleeting minutes in which the customer is making his purchase he (the salesman) can naturally, and without blatant or offensive selling motive, introduce a phrase or several phrases which will rouse the customer to a *conscious need* of some additional article, and since the weight of evidence is that the easiest way to do this is by adroit reference to a *nationally-advertised article*, he evidently keeps this fact constantly before him.

A manual of this size cannot possibly cover the numerous contingencies which, during every hour of the day, enable the intelligent shop salesman to *SELL* profit-yielding specialities, because these contingencies are unlimited and the effective use of them frequently depends on "split second" observation on the part of the salesman.

It is safe to say, however, that *at least 40 per cent.* of the people who walk into a shop to make *one* purchase will, *if properly approached*, make *two* or even *three*, **AND BE GLAD THEY HAVE DONE SO.**

Remember that since 100,000,000 Parker advertisements appear annually in the national daily and periodical press of this country alone, four in every five of the customers who walk up to YOUR counter feel "Parker" (Pens, Pencils, Desk Sets and Ink) as a *subconscious need*. Haven't you the ability to transform this need into PROFITABLE SALES?

## The "Creative" Sale

Let us get down to an actual case of selling. The fundamental principles are the same, regardless of the article in question, so the selection of any particular one—for better illustration—is more or less unimportant.

Take, for example, the Parker Duofold line—Pens, Pencils, Desk Sets and Ink—because this is a meritorious, world-known, nationally-advertised, Empire-made product on which your employer makes a reasonable profit and which gives the customer *value for his money*.

Let us assume that you have developed the ability to take advantage of one of the limitless contingencies already referred to, by means of which you have succeeded in interesting the customer in the Parker line.

Here is a hypothetical case.

You might, for example, be just completing the sale of a box of art stationery about which there has been some discussion relating to the surface of the paper, and during which the customer has observed that the surface was too coarse, and added that he would find writing difficult on such paper, whereupon you, having seen your opportunity to get a "lead" on fountain pens, have remarked: "That depends, of course, sir, on the kind of pen you use," to which the customer has replied: "I use an ordinary 'J' pen," or, "I use a 'X,' 'Y' or 'Z' fountain pen"; and you have said: "Well, it is naturally difficult to write on an antique paper with such nibs. You could only do that with a heavy gold nib such as they put in a Parker Duofold—which writes easily on *all* kinds of paper."

*Customer*: "Parker Duofold? Oh, you mean those fountain pens?"

*You* (reaching for a Parker and handing it to the customer): "Yes, sir, this one. Just look at the size and thickness of the gold nib."

*Customer* (handling Parker apparently without much interest): "Well, I suppose it is quite a good pen—but then, all fountain pens are more or less a nuisance. They leak, they get broken, they are messy to fill, they stick a long way out of the pocket, and so on and so forth."



You (having thus obtained a "lead" from the customer, by a first-class selling talk, proceed to explain to him WHY HE SHOULD BUY A PARKER DUOFOLD (see "A Parker Selling Talk," page 19).

## The "Ordinary" Sale

Now let us come to the ordinary, straightforward transaction, namely, the one in which it is your aim to make a MAXIMUM sale.

*Customer* : Comes into shop and indicates by word or action that he is interested in fountain pens (for the sake of brevity we will use the word "he" to refer to both men and women, just as we have used the word "salesman" to refer to both salesmen and saleswomen).

*You* : Approach the customer, *smile*, and say "Good morning, sir (madam); may I show you a good pen or pencil?" When the customer has replied, ask: "Is it for your own use, or as a gift?" The answer to this question will indicate to you *what to show*—a man's, boy's or lady's style.

## The Question of Price

Don't bring up the question of price *unless the customer does*. Remember that it is easier to come down in price than to go up. If the pens you show the customer first are apparently beyond his price range, you can quickly move them aside—but *leave them in full view of the customer—if only to keep a price comparison in his mind*.

During the early part of the sale, never dismiss entirely from your mind the possibility of selling the customer a higher-priced pen than the one he seems inclined to buy at the outset. You will sometimes find that though he may at first rule out any question of a high-grade pen with an air of finality, he will probably return to it later. This depends to a large extent on the way you conduct the sale. Never try to *force* the customer into a higher price range; your aim should be to demonstrate to him that by paying a higher price he will be *more satisfied with his purchase*.

## Customer is on the Defensive

You may safely take it as a psychological fact that, at the beginning of the sale, the customer is more or less on the defensive: Thus, when he says he would pay about 10/6 for a pen, you may, in nine cases out of ten,

### Start the Better Values First

Out of a total of about 26,000,000 Parker Pens sold in the last few years, a great percentage have been sold at prices ranging from 21/- to 42/-, proving that millions of pen buyers *want the better grades*.

*Always show the best grades first*, and try to *sell* the better pens, for two reasons:

1. The better pen gives *better value* to the customer, and makes a friend.
2. It adds more to your *sales total* for the day.



take it for granted that he is willing to be sold a 15/- pen at least. If he suggests a 17/6 pen you may be almost sure he will—if you can give him several good reasons for doing so—pay 25/- or even more.

If the customer enquires about pens at 17/6, don't say: "Yes, sir; but allow me to show you these high-quality pens at 30/-." Now this is the kind of pen I would like to sell you." As a matter of fact, that is just what the customer suspects you want to do, and so you make the worst mistake any salesman can make, namely, you put the customer definitely on his guard, therefore commencing the sale in an atmosphere unfavourable to you.

## Lead the Customer— Don't Try to Drive Him

Let us say that somebody enquires for pens "at about 15/-," in which case you would bring out a range at 17/6 to begin with and, after describing them briefly, you say: "But perhaps you don't know, sir, that by paying a few shillings more, you can have a pen with a 25-year guarantee. Here are the famous streamlined Parker Duofolds, the Junior model at 21/-, and one here, a little longer, at 25/-."

"You have no doubt heard of Parker Pressureless Writing. You know, of course, sir, that with the ordinary steel pen and with the ordinary fountain pen, it is necessary to spread the points of the nib in order to start and maintain a flow of ink. The Parker nib is constructed so that the



*Only one caution when you use the "Open Hand" Pressureless Touch Demonstration: Be sure the nib is clean and the ink flows freely, and see that the point rests squarely on the paper, not tipped sidewise so that only one corner touches instead of its full contact surface of the nib.*



feather-light weight of the pen alone is sufficient to start and keep it writing. No finger pressure is needed."

*Continue* : " Buying a fountain pen or pencil is like buying a pair of gloves. You need something that fits your hand in the colour you prefer"—meantime showing an assortment of sizes and colours.

## Size and Colour

*The Customer* will in all probability pick out, first the colour and size he *thinks* he likes best, then possibly a second choice that interests him.

*You*—at once! *Remove all but the first and second choice* just as quickly as you get your cue. You then take out two or three pens of the selected colour and size and quickly dipping a point in ink, hand the pen to the customer with the remark: "Perhaps this point would suit you, sir," at the same time pushing the pen test pad towards him.

Unless the customer indicates what type of nib he requires, it is usually advisable to start with a medium one. After having tried several nibs, the customer will tell you about his wishes in this respect, and you proceed to help him find the nib he needs.

## Nibs are Important

Nibs are very important. Never hesitate to let the customer try *as many as he wishes* but, when he comes upon one which seems likely to suit his hand, do not ply him with others, as by doing so you make it more difficult for him to come to a decision, and thus you unnecessarily delay closing the sale.

Many people who hold a pen at an acute angle—with the extremity of the cap pointing away from the body—imagine that they need an oblique nib. In nine cases out of ten, however, this is not so because, if they used an oblique nib, only *one* of the two points would touch the paper, and scratching would result.

If the customer has difficulty in coming to a final decision about the nib, make him understand quite clearly that you will gladly change it if he finds that, in actual use, it does not suit his need.

## Don't Say "I use a Parker"

While you are showing different points, a clever way to instil more confidence in a Parker Pen is to take a Parker from *your* pocket and say: "My Parker has a nice point, I think—perhaps you would like the same kind."

Never at *any* time say, "I use a Parker Pen myself."

The first phrase lets the customer know that you use a Parker just as clearly as the second, and in a clever way.

The second implies that *your* use of a Parker is, in itself, a reason for the customer's selection. Many people will not think so and will resent the inference as too much self-assurance.

If the customer says the point is all right but "the pen is rather expensive," *here is your opportunity to make your most effective selling talk and demonstration.*



## “I Hope Jones Allows That Man to Buy a Hat!”



The proprietor of a large gentlemen's outfitting business was standing in his shop recently, talking to an acquaintance.

“I hope Jones allows that man to buy a hat!” he said, indicating a sale that was in progress in the hat department. Jones was fluttering about a few yards away, doing his best to please the customer.

Time after time the customer made selections from the counter strewn with hats. Time after time he put one on, sauntered over to the mirror, admired himself, moved back and hesitated—making up his mind.

Each time the ubiquitous Jones seized that moment to hand the buyer another hat, and the performance was repeated. At the sixth time the proprietor interrupted the conversation to say: “I hope Jones allows that man to buy a hat!” A moment later he signalled to another salesman to replace Jones.

The second salesman completed the transaction in a moment or two. He walked with the prospect to the mirror, set the hat jauntily on the man's head, stepped back, admired it, and reached for his sales book. The hat was sold.

The moral of this incident is obvious. There is a type of customer who finds it difficult to make up his mind without help from the sales person (see page 10). This type unconsciously expects to be gently pushed to the point of sale. Apply this principle in your own selling. Allow the customer to *buy* rather than make the decision too hard for him.

# How to Meet a Price Objection

Show the customer how perfectly the pen is made, how heavy the gold nibs are! Explain the non-breakable barrels, the greater ink capacity, and bring out the fact that the Duofold is *guaranteed for 25 years!*—that the factory will make good anything if need be, except missing parts.

But take care. Take care not to thwart the customer who really wants a low-priced pen. The quicker you show a willingness to supply what he thinks he wants, the sooner he will be willing to listen to your arguments for the higher-priced Duofold. You must use *discretion*. It may be possible that the customer cannot really afford the higher price. Better sell him a Parker at 12/6 than no pen at all.

## Don't Force Your Opinions on the Customer

The surest way to sell a Parker Duofold to a customer who asks for another make by name is to show him the pen he asks for *FIRST*.

Then, and only then, get out your Parker and emphasise its features. Here again, as in the matter of price, you have an opportunity of demonstrating your selling ability.

*But don't lose sales by trying to force your opinions on customers who have decided opinions of their own!*

It is one thing to argue gently *for* the merchandise you want to sell; it is quite another to argue *with* a customer. You may win the argument but you will lose the sale.

And never "run down" another make. Polite comparisons are much more effective.

### Points to Remember

- 1 Keep all points wiped off after testing by prospective customers.
- 2 Never return a pen to the showcase without first emptying the ink. Many accidents have been caused through leaving ink-filled pens in case.
- 3 Keep ink-well filled with fresh ink and *covered*.
- 4 Keep water-well filled with *clean* water.
- 5 Keep pen testing pad on counter and always remove sheet as soon as used, leaving new, clean sheet for next customer.



# Good Display Increases Sales

Always keep pens and pencils arranged in "military order"—clips all turned in the same direction. This makes the display very neat-looking and never fails to attract attention.

Pens and pencils should be displayed alternately (pencil always next to pen—right size with right colour). This shows the goods in matched pairs and results in *more pencils being sold with pens.*

Moreover, a definite colour scheme should be maintained in display—in the natural order of the primary colours, thus: Red, Green, Blue, Pearl and Black, Pearl and Green, Black; then the other Parker blended colours.

The trays in the Counter Cases and the trays and shelves in the Floor Cases should always be scrupulously clean; the glass of these cases should be kept shining *inside* as well as outside.



The tops of Floor Cases should always be kept clear of other articles, so that people passing get a full view of the pens, pencils and desk sets displayed in them.

# The Use of a “Selling Talk”

So much has been written in recent years about “selling talks” that many people have got the impression that a selling talk is something to be learned by heart and repeated, almost solemnly, to prospective buyers after the fashion of a gramophone record.

A selling talk is very useful since it provides salesmen with a basis of something *definite* to say to customers, but there must obviously be changes in procedure which arise as a result of the attitude and reactions of the customer.

Left to themselves, some salespeople might be inclined to make mis-statements about the goods they are entrusted to sell, or to pass over important points that should be emphasised to buyers.

That is why some modern stores have had standard selling talks prepared for the use of their salespeople; but the extent to which these talks can be used is in direct relation to the advisability or necessity of using them—either in part, in full, or with extensions—in order to bring customers to the point of sale.

The amount of talking you should do is, therefore, always governed by the attitude of the customer. Some people walk into a shop “carrying their money in their hands” as it were. Others have to be reasoned with—and your employer pays you to reason with them effectively.

## A Parker “Selling Talk”

Supposing, for example, that you have succeeded in interesting somebody in Parker Duofold, and the prospective buyer says, “Yes, they are very good pens no doubt, but why should I buy a Parker Pen?”

*You*: “There are many very sound reasons why, if you want a really good fountain pen, sir, you should buy a Parker Duofold in preference to any other make.

“Take the nib. The nib is to a fountain pen what the engine is to a car. It must stand up to plenty of hard use—and often abuse. Now the Parker Duofold nib—which is made of minted gold—is extra strong. Look at the size of it, sir, and see how thick it is.

“Every Parker Duofold nib is tipped with the highest quality native iridium—which, as you probably know, is ten times more costly than gold, and is the most wear-resisting metal known.

“An extra-large sized pellet of this ultra-hard metal is fused on to the point of every Duofold nib, and, after the slitting operation, the points are ground smooth, and finally given that jewel-like polish which makes possible Parker’s famous writing ease—a





feature which lasts throughout the entire life of the pen.

"It may also interest you to know, sir, that every Parker Duofold nib is ground by hand.

"Parker Pen grinders are skilled craftsmen. They are allowed to make only a given number of points each day. Thus they have time to see that each one is a masterpiece.

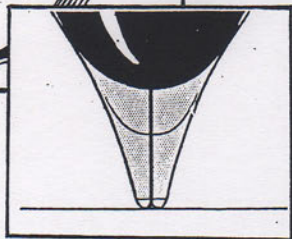
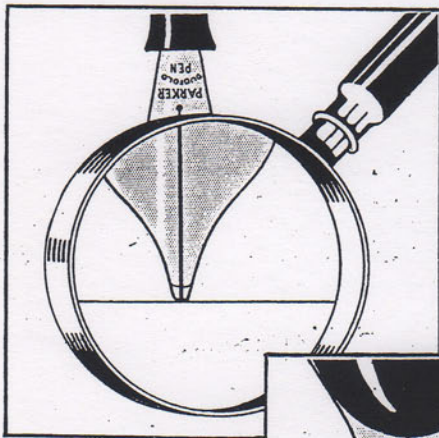
"Every Duofold nib is subjected to eleven rigorous tests. And for every point that passes

all these tests a bonus is paid to its grinder. Should it fail to pass any test, then it is rejected and the grinder pays a forfeit. So Parker Pen grinders make all points as good as their best—and seven out of eight they make are bonus points.

"And here is another interesting fact about Parker. The Duofold nib writes the instant the nib touches the paper. There is no need, sir, to shake a Parker Duofold up and down in order to obtain a flow of ink. Parker feed and nib construction ensures a properly-regulated flow of ink *right from the ink sac to the point of the nib.*

This is made possible by means of a fine ink channel which is ground between the points of the nib and its pierce—this small air-hole, sir. Immediately the pen is tilted to writing position, ink flows down this channel to an almost imperceptible cavity ground in the contact point of the iridium tip, and the minute quantity of ink in this cavity is *just sufficient to start the pen writing INSTANTLY.*

"The outstanding feature of Parker Duofold is, therefore, EFFORTLESS WRITING—made possible by the nib construction which I have just explained."



## Here demonstrate the Parker Pressureless Touch—See Page 14

meanwhile saying to the customer: "You see, sir, even the light weight of the pen itself is sufficient to start and keep it writing. No finger pressure is needed.

"It is not even necessary to spread the points of the Duofold nib in order to maintain the flow of ink—as it is with the ordinary steel nib, or the ordinary fountain pen nib."

Then, taking the pen in your hand, write, beneath the zig-zag line you have made in demonstrating Parker Pressureless Touch, the following words :—

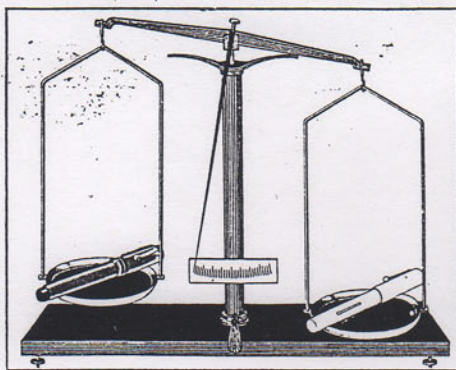
*Writes without effort  
Cannot break  
Flashing colours  
Guaranteed 25 years*

Now turn the pad round to the customer so that he may read the short sales-talk that you have written down, and give him the pen, saying :  
"Try it yourself, sir."

The customer may then say : "Can't break; what do you mean by that?"

"I mean, sir," you continue, "that Parker Duofold barrels and caps are made of a material called *permanite* which, in relation to its extreme lightness—*it is 28 per cent. lighter than rubber*—has an enormous tensile strength.

"A Parker Duofold need not be handled like precious porcelain. It can be dropped, trodden on, without sustaining the slightest hurt. There is no risk of breaking the barrel by leaning against the edge of a desk with a Duofold in the pen pocket.

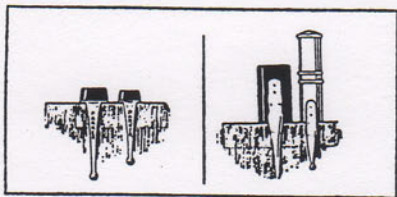


"Parker Duofolds have been thrown from an airplane flying 3,000 feet aloft without getting broken. They have been thrown from an eighth-storey window on to a tar-macadam road and they were picked up



intact. A Parker Duofold was even placed on a public square and run over by a five-ton lorry. It sustained not the slightest damage.

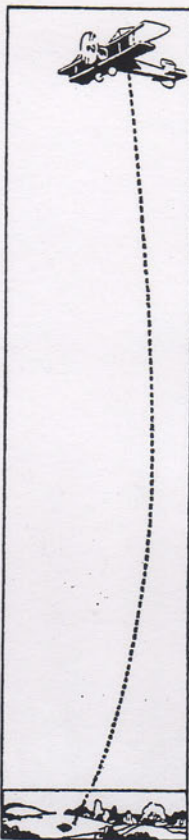
“Another improvement of the Parker Pen is its clip. It enables the pen to be put right *into* the pocket—instead of leaving it sticking partly out and partly in. If the clip becomes loose it can be taken off, adjusted, and made tight again.



And all Parker Pens have *rolled* gold (not *plated*) clips, sir, irrespective of price, as Parker has found that the British climate seriously affects nickel clips, which soon corrode and make the pen look old.”

“Yes, that’s all very interesting,” the customer may say, “but what I want to know is: Does it leak?”

*You:* “I am compelled to ask you, sir, what you mean by ‘leaking.’ If you mean flooding, which implies that the ink flows too freely and floods, that is one difficulty, and is usually caused by the sac becoming almost empty, or perhaps someone has attempted to make the ink flow more freely by taking out the ‘set’ of the nib. If, on the other hand, you mean that the pen ‘sweats’ in the pocket and, when the cap is removed, the nib and end are covered with ink, that is easily corrected by a simple method which I will show you.

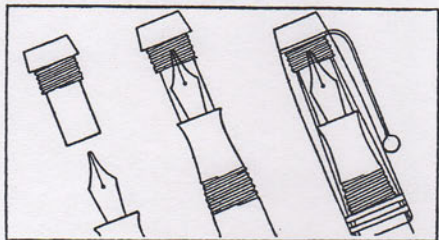


Non-breakable

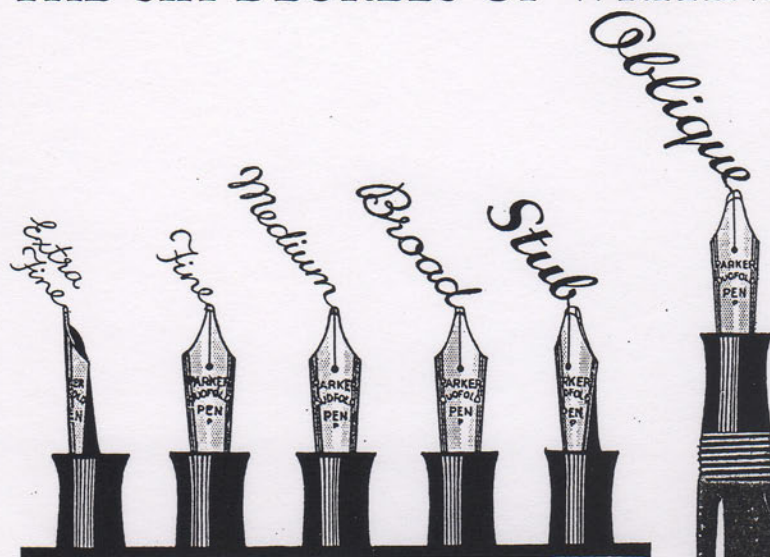
“I must first explain that the Parker Duofold Safety Cap is fitted with a hidden sleeve, the machined end of which butts up against the end surface of the section when the cap is screwed down. Thus a perfectly ink-tight joint is formed. Not even air, can enter or escape from the interior of the sleeve when the pen is not in use.

“If the cap is not on tight, the heat of the body expands the air in the pen and ink is thus forced out on to the nib. This is known as ‘sweating.’ Therefore, after writing, always replace the cap and screw it down so tightly that it creaks at the final turn.”

“I understand,” the customer may say; “but what about the ink that has already been fed on to the nib and into the ink channel? It stays there, I suppose?”



## SIX DEGREES of POINTS to go with THE SIX DEGREES OF WRITING



Parker spends more money on Parker Points than on any other part.

Every Parker nib is of 14-ct.\* gold, with a polished, hand-fused native iridium tip, eleven times inspected and writing-tested before the final O.K.

Duofold nibs carry a 25-year Guarantee if not misused.

No style of writing can distort them—hence a pen the owner can lend without fear or apology.

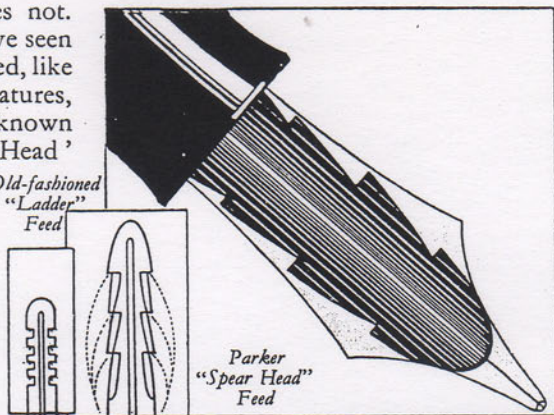
Nibs in Parker Standard Non-Duofold Pens are more flexible, hence more delicate, so Parker does not guarantee them for any given period, but does guarantee them to give satisfaction.





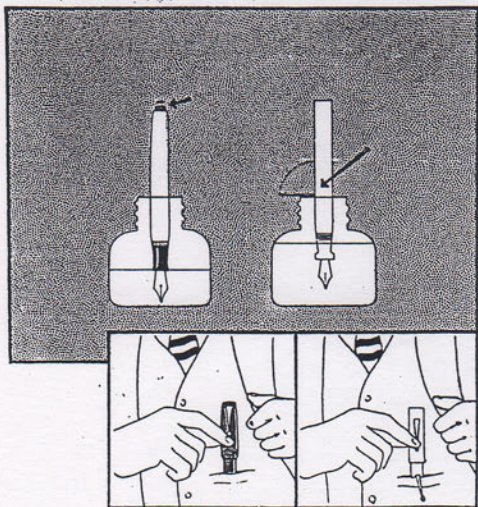
"Oh no, sir, it does not. The makers of Parker have seen to that. The Duofold Feed, like so many other Parker features, is quite unique. It is known as the Duofold 'Spear Head' Feed — you see, sir, *Old-fashioned "Ladder" Feed* (showing the feed) because it resembles the barbed head of a spear.

"The Parker Spear Head Feed is one of Parker's forty-seven improvements.



"The perfect fountain pen feed, Parker found, should not only hold ink on the nib in a sufficient quantity to ensure an even and properly-regulated flow to the point; it should be designed so that, when the pen is placed in the pocket, ink does not remain held against the nib, but flows back into the sac.

"A feed that is not constructed to fill these requirements is inefficient because, although it may function satisfactorily while writing is uninterrupted, when the pen is used intermittently, as most fountain pens are (that is, written with, placed in the pocket, taken out later and written with again), it will 'sweat,' clog and make blots. Moreover, a continual surplus of ink on the nib—resulting from a badly-designed feed—will quickly clog the ink duct.



"Parker evolved the 'spear head' or 'arrow' type of feed after tireless experiment. It is simple but effective, and ensures a well-regulated flow of ink to the point of the nib while the pen is being used and a complete draining away of ink from the nib into the sac when the pen is placed in the pocket."

"I see," says the customer; "but look here: how do you fill this pen? I don't see any lever anywhere."

"No, sir, a Parker Duofold is unmarred by any *visible* filling system. A Parker has no awkward and annoying side lever to prevent the nib reaching the ink—or to catch in the pocket, expelling ink from the sac into the cap and ultimately on to the hands and clothes.

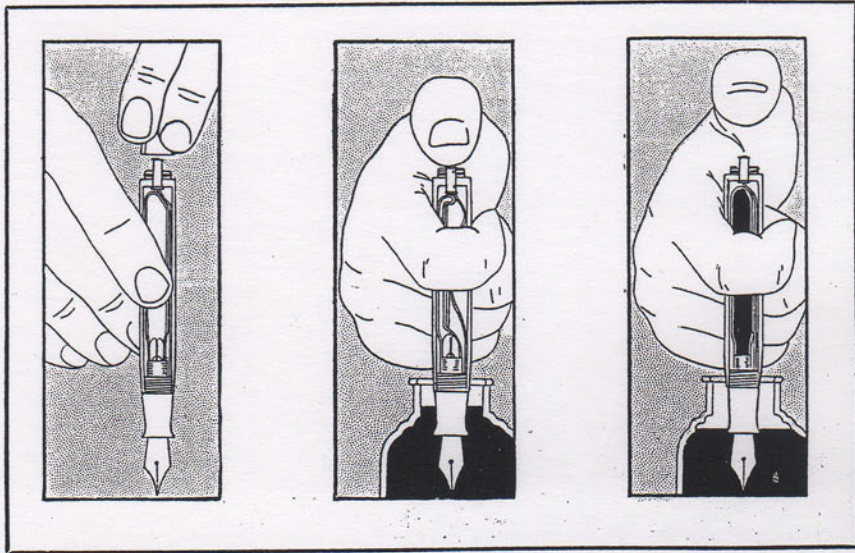
"There is no need to 'feel your way' into the pocket with a Parker because its Button Filling System is completely enclosed and safely sealed.



And this is how you fill a Parker. It is quite simple."

Remove the tip of the barrel (or "blind cap" as it is called), exposing the Filler Button.

"You take the pen between the first and second fingers and, with the thumb, you press the Filler Button right down. This completely deflates the rubber ink sac inside the barrel. Now you completely submerge the nib and section and smartly release the Filler Button. This causes a sudden distention of the robust rubber ink sac, which in turn induces a powerful suction resulting in the sac being filled to its **UTMOST CAPACITY**. But take care, sir, not to withdraw the pen from the ink immediately. It



should remain in the ink five to ten seconds after the Filler Button has been released so that the full effect of the suction is obtained. If the pen is withdrawn from the ink too soon a certain amount of air will be sucked into the sac—instead of ink.

"And, thanks to the size, shape and elasticity of the Parker sac, this pen contains 24 per cent. more ink than the ordinary fountain pen—size for size."

*Customer* : "You've written down on your block that this pen is guaranteed for 25 years. What does that mean exactly?"

*You* : "It means, sir, that not only is the iridium on the Duofold point of such high quality that the Parker people give every buyer a printed guarantee against this iridium tip showing the slightest signs of wear, resulting from ordinary writing use during 25 years, it means also that the heavy gold nib, and indeed the whole pen from end to end, is guaranteed during the same period against any defect and that any part of the pen—provided it has not been deliberately damaged or subjected to gross misuse—will be gladly replaced free of charge by the Parker people, the only requisite being that the part judged by the user to be imperfect should be returned to them either direct or through any Accredited Parker Retailer.



“It means that this *first* cost of a Parker Duofold Pen is the *last* and *only* cost! No repair bills! If anything goes wrong with the pen you can get it repaired—made as good as it is now—*without charge*! And here’s the guarantee to back this up!”

The  
**Parker**  
**GUARANTEE**

Parker DUOFOLD Pens. All Parker Pens stamped “DUOFOLD” on the barrel and on the nib are **FULLY GUARANTEED** during a period of 25 years from the date of purchase.

This Guarantee is inoperative if the owner himself tampers with the mechanism or nib of the pen; if repairs or alterations have been attempted or carried out by unauthorised persons, or if the pen or any part of it has been subjected to patent misuse or gross negligence.

In case of claim under this Guarantee the complete pen must be sent either to an Accredited Parker Retailer or to the Parker Pen Company, Ltd., at the undermentioned address.

Parker NON-DUOFOLD Pens. Parker Pens which do not bear the mark “DUOFOLD” are guaranteed mechanically perfect. They are not, however, guaranteed against wear or breakage. Adjustments or replacements for other than mechanical defects will always be done at reasonable charges—in accordance with the Parker Repair Tariff.

EXCHANGE. We will gladly exchange the nib of any pen, which does not suit the user’s hand, provided the pen is returned in perfect and saleable condition within 14 days of purchase (or receipt if it has been returned).

Return postage sent on exchange.

THE PARKER  
BUSH LTD.

Duofold Pens  
are **FULLY**  
**GUARANTEED**  
for 25 years.  
Parker respects  
terms of this  
Guarantee  
to the letter

**The Parker Guarantee**

YOU can be certain that the Parker Duofold Pen you buy will be absolutely satisfactory. The Guarantee behind Parker Duofold is plain, straightforward and unequivocal, and is designed to protect you who buy the pen. Read it carefully, and be sure that the Company will carry it out to the letter.

**THE PARKER PEN COMPANY, LTD.**  
Bush House, Strand, London, W.C.2

IF YOU ARE GOING TO BE A STAR FOUNTAIN PEN SALESMAN, YOU WILL STUDY THIS SHORT SALES-TALK SO THAT INSTEAD OF MECHANICALLY REPEATING A FEW TRITE, UNCONVINCING PHRASES WHEN YOU FIND YOURSELF FACE TO FACE WITH A CUSTOMER, YOU HAVE SOMETHING VERY DEFINITE AND INTERESTING TO SAY TO HIM.



# Keep Your Counter Clear

BACKGROUND can make or mar the appearance of anything. Thus a varied assortment of goods scattered over a counter in the customer's direct range of vision has the effect of side-tracking his interest in the particular article you are demonstrating to him.

A jeweller shows precious stones on a small black velvet mat because he knows that by doing so he not only "sets off" their artistic worth, but also because this *concentrates 100 per cent. buying attention on them.*

We have seen this black velvet mat idea used with telling effect in stores where they know how to sell high-grade fountain pens.

Take a lead from the best salesman in the world—the moving picture producer. He keeps your attention rivetted on what the principal players are doing and through what emotions they are passing. He gives you occasional "close-ups" of *one person*. He does not, if he knows his business, suddenly throw in a "shot" of an entrancingly beautiful snow-capped mountain, because that would side-track your interest in the human story he is unfolding before you. He leaves that where it belongs—to the educational and travel films and the news reels.

Your screen is your counter. You can only hold the undivided attention of your audience by projecting on it one story at a time. And at the end of each day you will see how far you have been successful in interesting your audiences, namely, in the box-office—your employer's cash register.



# Closing the Sale Should not be Difficult

THE goal towards which all your efforts at "selling" the customer have been directed is getting his decision to buy, that is, *closing the sale*.

The difficulty of this step has been too often over-stressed. If your statement of the case for the goods you wish to sell has been correctly gauged to meet the temperament and needs of the prospective buyer, and you have successfully met his objections, if there were any, a favourable close should follow almost as a matter of course.

One successful salesman has this to say about the so-called "psychological moment" for closing. "The psychological moment for proceeding to close and get decision is that moment when you have said all that you have to say, all that can be said, all that should be said about the article you are selling—and have reached the natural stage of the logical stop."

## Added Units are Easy to Sell

Remember that the customer who has bought a fountain pen is in a *buying mood* (see page 10). Therefore never let a buyer go without *showing* him a Parker Pencil to match the Parker Pen he has just bought. Show this pencil *with the pen he has selected, together in a Presentation Case*, with the clips pointing the same way.

Demonstrate how Parker Pens and Pencils are really two units in one—for carrying about in the pocket and for home and office use with the Duofold Base.

Say: "These new Parker Pencils are streamlined to match the pens exactly. And like Parker Pens, they are made of non-breakable permanite, and they set low in the pocket! See how simply and easily the Parker Pencil operates, sir. To fill it, there is no need to take out the 'inside.' The cap pulls off, and here you have a handy eraser. By withdrawing this eraser you open up the lead magazine which holds twelve spare leads. To insert a new lead, first turn the cap back—anti-clockwise—until it clicks. Then slip the lead into the writing tip—pressing slowly until the lead is gripped by the clutch." (If you think the customer will be interested in seeing exactly how this works, you may unscrew the tip, revealing part of the clutch mechanism.)

### The Principal SELLING POINTS

1. Parker Pressureless Touch ("Duofold" nib construction).
2. Non-Breakable Permanite Barrel.
3. Safety-Sealed Button Filling System.
4. Guaranteed 25 years (no repair cost).
5. Duo-Sleeve Ink-tight Cap.
6. Greater Ink Capacity—Size for size.

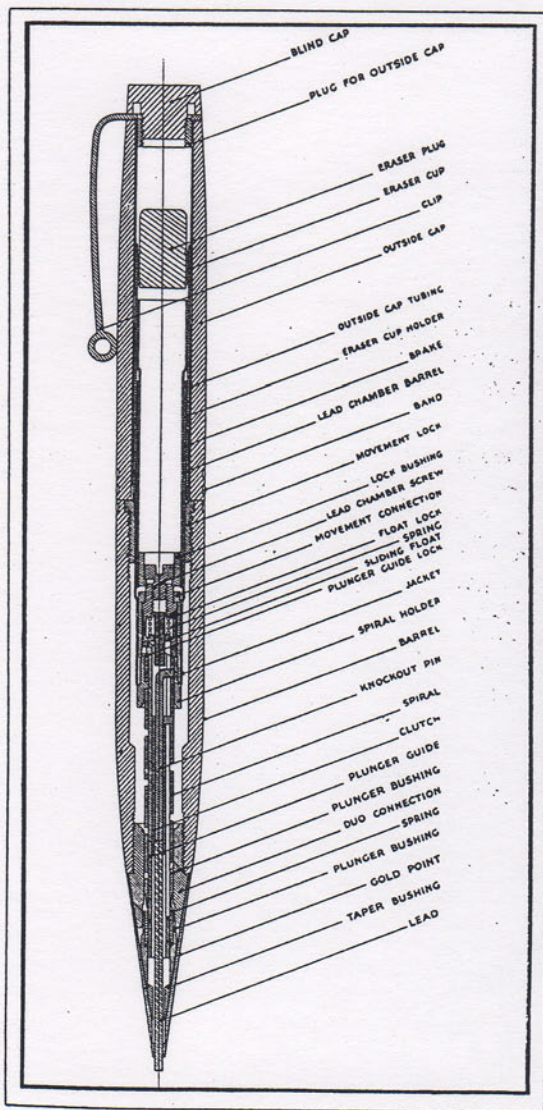
### ADDITIONAL SELLING POINTS

7. Sets Low in Pocket.
8. Removable Clip.
9. Dual Duty—for Pocket or Desk Use.
10. Beauty of Line and Colours.

# Parker

## Streamlined Pencils

Set low in the Pocket—Match Pen Exactly



The Parker Duofold Streamlined Pencil is made to micrometric blue-print standards. Mechanical perfection, slender shapeliness, pleasing colour, and impeccable finish have been combined in producing a pencil worthy of this generation. The 20 precision-made parts are assembled with the same accuracy and care as those of a watch. Each part is a separate machined unit: there is no soldering or brazing—nothing that can snap or jam. A clockwise half-turn of the cap propels the lead to writing position. An anti-clockwise half-turn withdraws it into the writing tip so that it cannot break off or tear the lining of the pocket. The extreme lightness of the sturdy mechanism, combined with that of Parker unbreakable permalite, go to make a pencil your hand is never tired of holding.

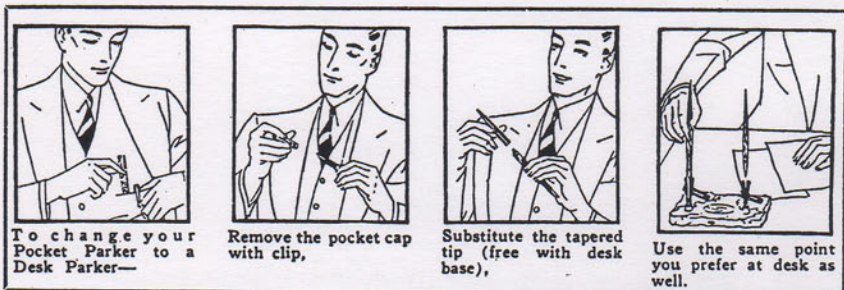
Like the Parker Pen, the Parker Pencil does dual duty—it is instantly convertible from pocket to desk use and vice-versa. Thus you have on your desk at the office or at home, a pencil as well as a pen, always ready at hand in the most convenient position you select.



*Continue* : “ This clutch turns the lead *out* for writing and *in* for carrying, so that the lead cannot snap off or tear the lining of the pocket. You see, sir, this Parker Pencil is a precision job.”

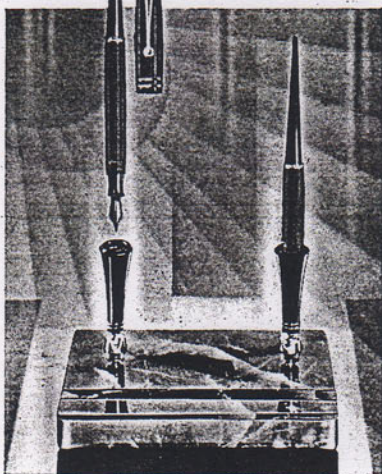
Having interested the customer in a Parker Pencil, reach for a *double* Desk Base fitted for pen and pencil, and quickly slip both pen and pencil into the sockets, explaining to the customer that the tapered tips for the pen and pencil are included in the price of the base.

Take care that the socket is one that matches the pen—the small size socket for the Lady or Juniorette pen, a Junior socket for a Junior or Special pen, etc. A Lady, Junior or Special pen would, of course, slip loosely into a Senior socket, but, since the Senior socket is specially designed to take only the Senior model pen, in use the ink would dry on the nib of any other model pen used in it, as the fit would be imperfect. And since the thread on the pin fitted to the ball of all Parker Bases is standard, the sockets are instantly interchangeable from one base to another. The same applies to pencil sockets.



Tell do not that the to-day's

the customer what a Desk Base is—multitudes of people still know ; they think it is some kind of camouflaged inkwell. Show Duofold Base is not a luxury but a utility article, in keeping with needs.

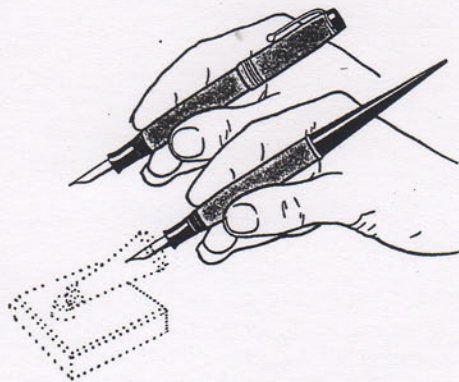


Say : “ The Parker ball-and-socket action enables the writer to select his own most convenient position for the pen and pencil because *it moves in all directions through an arc of 90 degrees.* The pen does not get lost under papers or roll off the desk on to the floor—with risk of damage to the nib. And, owing to the construction of the Parker socket, ink cannot dry on the nib and clog the feed, so the pen is always ready for instant writing.”

If you cannot interest the customer in a double base—or in the pencil—have a *single* base ready. Slip the pen you have previously converted into this, and turn the base invitingly towards the customer, ready to write.



Show the customer how the pen can be made to lie down flat, or how it can be used from either side of the desk without moving the base. Show him how he can choose his own most convenient position for the pen when it is on his desk. Make especially clear to him the fact that thanks to the double-duty feature of Parker Duofold Pens and Pencils, he can *save the price of a Desk Set pen* if he buys a Parker Duofold Base.



If you carefully follow this procedure in selling, you should increase your sales of Parker Pencils and Parker Desk Bases by at least 40 per cent.

In conclusion, in all you say after the final sale before the customer leaves the shop, *be brief*. But do not forget to *remind the customer of the excellence of his purchase*—some superiority of the Parker range which you may have overlooked during your sales-talk. This is excellent psychology. It definitely endorses the wisdom of the customer's purchase and creates added goodwill for you and your employer's business.

THE PARKER  
*Service Manual*  
*will help your*  
REPAIRS MAN

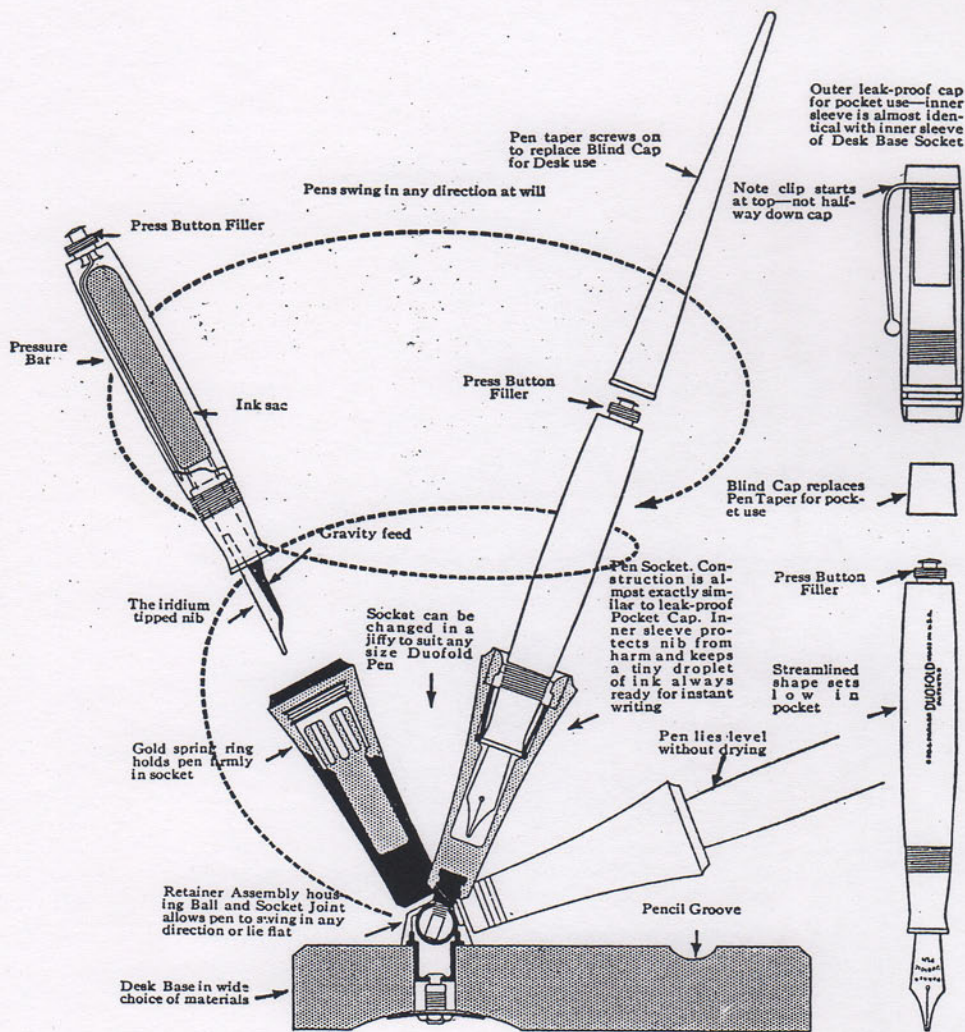
Every retailer who undertakes fountain pen repairs—and every retailer doing a regular fountain pen business can make this a really profitable side-line—will find the Parker Service Manual of real, practical use to his repairs man. This Book will be gladly mailed free. Send along a postcard saying you need it to: The Parker Pen Co., Ltd., Bush House, Strand, London, W.C. 2.



# Explain to Your Customers

## The Operation of the Parker Duofold Pen and Pen Stand

Tell your customers what a Pen Stand is. Some of them do not know. They think it is merely a camouflaged ink-well. Show them how, by substituting tip for cap, the pen is instantly convertible from pocket to desk use. Explain to them that the socket is constructed so that the ink does not dry on the nib when the pen is left in it—the pen being, therefore, always ready for instant writing. Show them how the socket can be turned in all directions through an arc of 90 degrees, so that the owner can select his most convenient position for the pen.





# Watch the Advertising and Use its Expressions



**R** EAD the advertising that Parker publishes in National newspapers, magazines and periodicals. As many as 100,000,000 advertisements for Parker Pens, Pencils, Desk Sets, Lead Refills and Ink appear in Great Britain alone in a single year! And in practically every one of them you will notice that certain expressions are used to describe the features of the products. These expressions have been worked out and changed and finally perfected to make the best impression in a few words on the largest number of possible prospective purchasers. They are, therefore, proved phrases for *you*. Also, they gain force through repetition. Millions have read them. When you repeat them (interspersed with your own selling talk) they have a telling effect. The customer's reaction, in many instances, is "They all say that about this article. It must be true;" and "This Salesman seems to *know* his goods."

*A general plan and method of sales-talk is of great worth to the Salesman and to the firm for which he works. The shopowner or departmental manager probably has developed one, and that is the one that you should follow because, first and foremost, the essential to success for any salesman is to conform to the policy of the store he represents.*

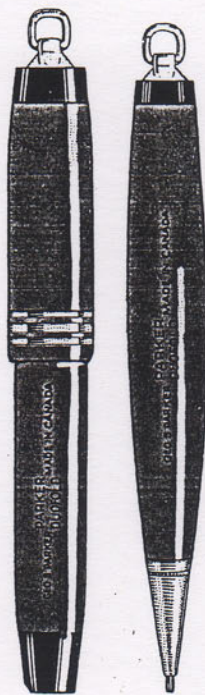
Of course there is no substitute for good *personal ability* in selling, and no parrot-like sales-talk, learned word for word, is ever a solution to any selling problem.

Here and there the repetition of the advertising phrases (worked in with your own sales-talk) does, however, add selling force of no mean worth, and every salesman should take advantage of this fact.



# Vest Parkers

## The Midget Duofold Range



IF your customer does not happen to like carrying about a pen or pencil, even of the average size, Parker gives you the opportunity of getting his business just the same. There are matched Parker pens and pencils of midget size—and streamlined—and together they weigh just three-quarters of an ounce.

Every day there are walking in and out of your shop, golfers who would find these Vest Parkers indispensable when keeping their score card marked up during the game; ladies whose small handbags cannot always accommodate a pen and pencil of ordinary dimensions, yet who feel the need for some writing instrument when they are shopping or making calls.

Again, Vest Parkers are ideal for the traveller, canvasser, or tradesman on his rounds. In fact, practically everybody will realise the value of these Midget Sets to their writing efficiency—even if they already own larger size pens and pencils—once they are brought to their notice.

Approach your customer in this way. Say: "Here is the Vest Parker Pen and Pencil, sir (or madam), which you will find extremely useful in your daily work—or in your recreation hours for score marking at golf, bridge, or when watching cricket and tennis matches.

"See how they rest snugly in the palm of your hand and how they slip into your pocket (or hand-bag) as easily as a latch-key. And although they weigh only about three-quarters of an ounce, they are just as efficient as standard size Parkers. In price they cost together little more than a larger pen alone, and they include all the well-known Parker features, such as the non-breakable per-manite barrel and cap, instant convertibility from pocket to desk use, and they carry, like all Parker Duofolds, a 25-year guarantee."

You soon find many customers for Vest Parkers if you put forward your story in this way. And if by buying a Vest Parker Set a customer is making his first purchase of Parker equipment, you soon find that this small sale will lead to much bigger ones later on.





# The Parker Non-Duofold Range

THE fundamental difference between Parker Duofold and Non-Duofold Pens is that whereas the former carry a 25-year *Guarantee* the latter are sold under the usual no-guarantee conditions.

This does not mean that Non-Duofold Pens are in any way inferior in quality or in finish to other branded fountain pens. On the contrary, Parker Non-Duofolds compare favourably with many branded pens which retail at a considerably higher price.

The Non-Duofold gold nib is not so heavy as the Duofold gold nib and, although the former carries no 25-year *Guarantee*, its iridium tip is exceptionally wear-resisting. Indeed, many Non-Duofold Parkers purchased thirty and even forty years ago are still giving faultless daily service to thousands of satisfied users.

Parker Non-Duofold Pens are made on Parker precision machines by skilled Parker craftsmen to meet a demand in the lower price ranges. Moreover, since their gold nib is lighter—and consequently more flexible than that fitted in the Duofolds—they suit the need of people who still favour the old-fashioned style of writing—thin upstrokes and thick downstrokes; who have not yet learned the relief given by a free-flowing, pressureless touch pen and who cannot, or will not, lose the habit of exerting a great deal of physical energy by pinching or pressing on the pen.

Parker Non-Duofold Pens and Pencils possess exactly the same double-duty features as the Duofold range, namely, instant convertibility from pocket to desk set use and *vice versa*. They have the same Safety-Sealed Button Filling System and Ink-tight Duo-Sleeve Cap, "Spear Head" Slotted Ink Duct Feed, and the price of all Non-Duofold Parkers includes the Parker Rolled-Gold Clip which enables the pen to set low in the pocket.





## Your Employer's Viewpoint Try Always to Remember It

**M**OST good shops have "policies"—methods of procedure that the proprietor has decided are the most profitable from every standpoint for *his* business. Therefore, as long as he pays you, respect your employer's policies and methods.

This does not mean that you must throw initiative aside and be merely a machine. Employers want suggestions for improvement. But these suggestions must have *value*. Merely to suggest for the sake of suggesting, without thought to *values*, may become a bore. Have *sound reasons* to back up your ideas and you'll find a listener.

*Get your employer's viewpoint.*

Remember that the thing your employer values most is *his reputation*. Next he wants to keep expenses in reasonable proportion to his sales. Then he wants to turn over his stock as often as he can—to sell, re-buy, sell again, and so on—because nett (or real) profits depend entirely on rate of turnover.

Study your employer's business as a whole. Put yourself in his place and criticise yourself from his viewpoint.

Remember, too, that the reputation of George S. Parker is just as important to Mr. Parker as your employer's is to him, so that when you sell a Parker Product you are selling something that not only represents Mr. Parker's reputation, but your *employer's* also.

# Supplementary Sales

## Parker Duofold Ink

**W**HEN a customer has bought a pen, never fail to offer Parker Duofold Ink before packing up the pen. Point out especially the superiorities of this new and better silk-strained ink.

Until Parker produced Duofold Ink, for fifty years nothing had been done to improve writing ink. Parker Duofold Ink embodies many new and startling improvements which bring added writing comfort and ease to the users of *all* pens.

### 1 Absolute and Complete Permanency

Parker Duofold Blue-Black and Jet Black Documentary Inks are *guaranteed Permanent*. They have been tested by ultra-violet and infra-red rays (rays in sunlight which cause fading) and they are manufactured by one of England's most eminent ink experts. Exposure to sun, weather and water cannot affect them; the most they can do, and that only after long exposure, is to turn the ink slightly brown, but it will *never* fade.

### 2 Royal Blue Washable

Unique in ink, for though it has more body in it than most inks, soap and water will easily wash out accidental stains from practically every fabric, without leaving ironmould marks. An ink of bright, pleasing blue colour—with a special appeal for home users.



### 3 Silk Strained—No Sediment

All Parker Duofold Ink is **SILK STRAINED**. This makes it absolutely certain that nothing is left in the ink which is likely to prevent easy flow, or to clog up the pen. Parker Duofold Ink is perfectly pure in its constituents. No matter how long it stands on your shelves no fur will accumulate if air is excluded—and no sediment will develop.

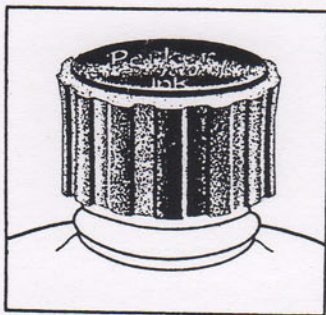
### 4 Lubricates the Pen

There is no gum content in Parker Duofold Ink. On the contrary, it is as good as a lubricant to the pen—making writing faster and easier. You can sell it with absolute confidence to all users of steel pens as well as fountain pen users. And when selling, make a great thing of the agreeable odour—not unpleasant, like in ordinary inks, but fragrant and fresh, so that writing becomes a pleasure.

### 5 Six Different Colours—all bold and clear

Free flowing as it is, Parker Duofold Ink is heavier in body than ordinary ink and will dry bold and clear, even if blotted immediately. There are six distinctive colours so that every ink demand can be met. There is Intense Scarlet, Royal Blue, Royal Purple, Emerald Green, Jet Black and Blue Black. They are all absolutely pure—the Intense Scarlet, for instance, apart from being a more vivid red, does not leave the copper stain on the nib which is usual with other red inks.





## 6 Leakproof Bottles

A point your customers will appreciate apart from the ink itself, is the leak-proof bottle it is put up in. This bottle will help many a sale. It is fitted with a patent screw cap which not only renders it absolutely leak-proof, but makes opening the bottle a clean and simple operation.

*Remember*—there are sizes of bottles to suit every customer. There are the 2 oz. and 4 oz. sizes for home use, with which can be sold the Parker Duofold Safety Ink Container. Always offer the 4 oz. size first, and do not forget that Parker Duofold Ink is also obtainable in the 8 oz. size (refill bottle with Parker "pour-out") and, for office use, in 20 and 40 oz. sizes.

## Safety Ink Container

The Parker Duofold Safety Ink Container is a leak-proof case for a leak-proof bottle, which enables your traveller customers to carry Parker ink about with them wherever they go with *absolute safety*.

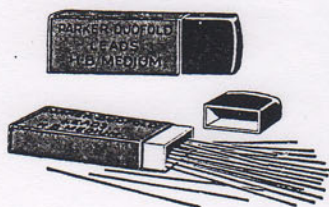
Handy in size, practically unbreakable, shaped to fit the bottle like a glove, and obtainable in various colours, you will find many buyers for this case.

Display these Safety Containers in sets of five or six, removing the screw cap of one of them at least, so that shoppers may see their purchase.



## Sell Pencil Refills, Too!

Never fail to sell Pencil refills to any customer who has bought a Parker Pencil. Parker makes only the *best* lead refills, which fit not only Parker Pencils, but most other standard makes of propelling pencils as well. By selling Parker pencil refills on every possible occasion you add sales to your other Parker lines just in the way described in the preceding description on Duofold Ink. The prices of Parker refills are competitive and the quality is right. They are made in three grades of black—hard, medium and soft—also in indelible, red, blue and green.



IN CLOSING SALES, DON'T SAY: "WHAT ELSE CAN I SHOW YOU?" ALWAYS NAME THE DIFFERENT SUPPLEMENTARY ARTICLES DEFINITELY. YOU'LL OFTEN NAME THE VERY THING THE CUSTOMER HAS MEANT TO BUY, BUT HAS FORGOTTEN.

DON'T URGE THESE SUPPLEMENTARY SALES TOO HARD, BUT NEVER FAIL TO SUGGEST THEM.

# “Matched Unit” Merchandising

## Halves Investments Multiplies Profits

IT is more profitable for most businesses to sell mainly from *one heavily advertised fast-moving line* of Pens, Pencils and Desk Sets because :

1. This permits a more complete stock to be carried (including all sizes, colours, different types of nibs, etc.) with a *smaller total investment*. Moreover, fewer sales are lost because, by concentrating on one line, the possibility of being out of stock of certain sizes, points, colours, etc., is considerably reduced.
2. Because Parker Pens and Pencils, being convertible, eliminate the need of special Desk Set Pens and Pencils—one stock serving both purposes with a single stock investment.
3. A fast-moving stock necessitating a smaller capital investment with a more complete assortment means increased turnover, and consequently *increased nett profits*.
4. Because, by spending in national, regional and local advertising, more than all other fountain pen manufacturers combined, Parker creates a widespread and ever-present “consumer acceptance” which enables the wide-awake retailer to turn his stock over much faster than is possible with any other make of Pens, Pencils and Desk Sets.
5. It is easier to learn to sell one line properly—and that is a great advantage.
6. Customers obtain better service because they are more likely to get the Pen, Pencil or Desk Set that suits them best from the wider assortment. The “one line” plan, therefore, gives more *buyer satisfaction* than the larger and costlier, but less complete miscellany of several lines can do.